

Amendments to the Claims:In the claims:

Please CANCEL claims 1-52 without prejudice and ADD claims 53-57 such that the pending claims will read as follows:

Claims 1-52 (Canceled).

Claim 53 (New): A method of guiding a customer to a product available for sale in a retail store, the method comprising the steps of:

- uploading a shopping list from a portable computing device to a computer;
- retrieving product location information for items included in the uploaded shopping list;
- presenting the retrieved product location information to the customer;
- determining at least one of the customer's location in the store, a part of the store the customer has visited, an item purchased by the customer and a demographic factor related to the customer; and
- promoting products not included in the shopping list based on at least one of the customer's location in the store, the part of the store the customer has visited, the item purchased by the customer and the demographic factor related to the customer.

Claim 54 (New): A method of guiding a customer to a product available for sale in a retail store, the method comprising the steps of:

- uploading a shopping list from a portable computing device to a computer;

retrieving product location information for items included in the uploaded shopping list;

presenting the retrieved product location information to the customer, wherein presenting the retrieved product location information to the customer includes printing the retrieved product location information;

uploading a quantity of at least one item of the shopping list; and

printing the quantity of at least one item of the shopping list.

Claim 55 (New): A method of guiding a customer to a product available for sale in a retail store, the method comprising the steps of:

uploading a shopping list from a portable computing device to a computer;

retrieving product location information for items included in the uploaded shopping list;

presenting the retrieved product location information to the customer, wherein presenting the retrieved product location information to the customer includes printing the retrieved product location information;

determining whether a specific brand of an item included in the uploaded shopping list is available in the store; and

if the specific brand of the item is not available in the store, printing an indication that the specific brand of the item is unavailable.

Claim 56 (New): The method of claim 55 further comprising, if the specific brand of the item is not available in the store, printing an alternative brand suggestion for the item.

Claim 57 (New): A method of guiding a customer to a product available for sale in a retail store, the method comprising the steps of:

uploading a shopping list from a portable computing device to a computer;

retrieving product location information for items included in the uploaded shopping list;

presenting the retrieved product location information to the customer, wherein presenting the retrieved product location information to the customer includes printing the retrieved product location information; and

printing comparison shopping information for at least one item of the shopping list.